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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A replaceable memory device for a container for a consumable substance, comprising:
a body, the body shaped to ~~[[seal]]~~ plug a fill port of a container for a consumable substance; and
a wireless electronic memory device integral with the body.
2. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the wireless electronic memory device is contained within the body.
3. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the body has a substantially round cross-section.
4. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the body has a physical alignment feature.
5. (Original) The replaceable memory device for a container for a consumable substance of Claim 4, wherein the body has a leading portion, and the alignment feature comprises an elongation of the leading portion.

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6. (Original) The replaceable memory device for a container for a consumable substance of Claim 4, wherein the body has a trailing portion, and the physical alignment feature comprises at least one protuberance on the trailing portion.
7. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the wireless electronic memory device further comprises Electrically Erasable Programmable Read-Only-Memory (EEPROM).
8. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the wireless electronic memory device further comprises Read-Only-Memory (ROM).
9. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the wireless electronic memory device further comprises Programmable Read-Only-Memory (PROM).
10. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the wireless electronic memory device further comprises an antenna.
11. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the electronic memory device further comprises electronic circuitry and a coil antenna formed on a integrated circuit chip.
12. (Original) The replaceable memory device for a container for a consumable substance of Claim 1, wherein the electronic memory device is externally attached to the body.

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13. (Cancelled).
14. (Currently Amended) A replaceable memory device for a container for a consumable substance, comprising:
a body, the body shaped to ~~[[seal]]~~ plug a fill port of a container for a consumable substance, the body having a substantially round cross-section and a physical alignment feature; and
a wireless electronic memory device integral with the body, the wireless electronic device further comprising an antenna.
15. (Original) The replaceable memory device for a container for a consumable substance of Claim 14, wherein the body has a leading portion, and the alignment feature comprises an elongation of the leading portion.
16. (Original) The replaceable memory device for a container for a consumable substance of Claim 14, wherein the body has a trailing portion, and the physical alignment feature comprises at least one protuberance on the trailing portion.
17. (Original) The replaceable memory device for a container for a consumable substance of Claim 14, wherein the wireless electronic memory device further comprises Electrically Erasable Programmable Read-Only-Memory (EEPROM).
18. (Original) The replaceable memory device for a container for a consumable substance of Claim 14, wherein the wireless electronic memory device further comprises Read-Only-Memory (ROM).

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19. (Original) The replaceable memory device for a container for a consumable substance of Claim 14, wherein the wireless electronic memory device further comprises Programmable Read-Only-Memory (PROM).
20. (Original) The replaceable memory device for a container for a consumable substance of Claim 14, wherein the electronic memory device further comprises electronic circuitry and a coil antenna formed on a integrated circuit chip.
21. (Currently Amended) A container for a consumable substance, comprising:
a reservoir for a consumable substance;
a fill port; and
a replaceable memory device positioned in the fill port, the replaceable memory device comprising
a body, the body shaped to [[seal]] plug the fill port; and
a wireless electronic memory device integral with the body.
22. (Original) The container for a consumable substance of Claim 21, wherein the wireless electronic memory device is contained within the body.
23. (Original) The container for a consumable substance of Claim 21, wherein the body has a substantially round cross-section.
24. (Original) The container for a consumable substance of Claim 21, wherein the body has a physical alignment feature.

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25. (Original) The container for a consumable substance of Claim 24, wherein the body has a leading portion, and the alignment feature comprises an elongation of the leading portion.
26. (Original) The container for a consumable substance of Claim 24, wherein the body has a trailing portion, and the physical alignment feature comprises at least one protuberance on the trailing portion.
27. (Original) The container for a consumable substance of Claim 21, wherein the wireless electronic memory device further comprises Electrically Erasable Programmable Read-Only-Memory (EEPROM).
28. (Original) The container for a consumable substance of Claim 21, wherein the wireless electronic memory device further comprises Read-Only-Memory (ROM).
29. (Original) The container for a consumable substance of Claim 21, wherein the wireless electronic memory device further comprises Programmable Read-Only-Memory (PROM).
30. (Original) The container for a consumable substance of Claim 21, wherein the wireless electronic memory device further comprises an antenna.
31. (Original) The container for a consumable substance of Claim 21, wherein the electronic memory device further comprises electronic circuitry and a coil antenna formed on a integrated circuit chip.
32. (Original) The container for a consumable substance of Claim 21, wherein the electronic memory device is externally attached to the body.

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33. (Canceled).

34. (Currently Amended) A container for a consumable substance, comprising:
a reservoir for a consumable substance;
a fill port; and
a replaceable memory device positioned in the fill port, the replaceable memory device comprising:
a body, the body shaped to ~~[[seal]]~~ plug the fill port, the body having a substantially round cross-section and a physical alignment feature; and
a wireless electronic memory device integral with the body, the wireless electronic device further comprising an antenna.

35. (Original) The container for a consumable substance of Claim 34, wherein the body has a leading portion, and the alignment feature comprises an elongation of the leading portion.

36. (Original) The container for a consumable substance of Claim 34, wherein the body has a trailing portion, and the physical alignment feature comprises at least one protuberance on the trailing portion.

37. (Original) The container for a consumable substance of Claim 34, wherein the wireless electronic memory device further comprises Electrically Erasable Programmable Read-Only-Memory (EEPROM).

38. (Original) The container for a consumable substance of Claim 34, wherein the wireless electronic memory device further comprises Read-Only-Memory (ROM).

39. (Original) The container for a consumable substance of Claim 34, wherein the wireless electronic memory device further comprises Programmable Read-Only-Memory (PROM).

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40. (Original) The container for a consumable substance of Claim 34, wherein the electronic memory device further comprises electronic circuitry and a coil antenna formed on a integrated circuit chip.

41. (Original) A method of installing an electronic memory device in a container for a consumable substance, the container having a fill port, the method comprising:
placing a corking member in the fill port, the corking member comprising a body shaped to seal the fill port, and an electronic memory device.

42. (Original) The method of installing an electronic memory device in a container for a consumable substance of Claim 41, wherein the electronic memory device is contained within the body.

43. (Original) The method of installing an electronic memory device in a container for a consumable substance of Claim 41, wherein the electronic memory device further comprises radio frequency communication circuitry.

44. (Original) A method of replacing an electronic memory device in a container for a consumable substance, the container having a fill port, a reservoir for a consumable substance, and a first corking member in the fill port, the first corking member comprising a body shaped to seal the fill port and an electronic memory device, the method comprising:
removing the first corking member from the fill port, and placing a second corking member in the fill port, the second corking member comprising a body shaped to seal the fill port, and an electronic memory device.

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45. (Original) The method of replacing an electronic memory device in a container for a consumable substance of Claim 44, wherein removing the first corking member comprises pushing the first corking member from the fill port into the reservoir for a consumable substance.
46. (Original) The method of replacing an electronic memory device in a container for a consumable substance of Claim 44, wherein the electronic memory device is contained within the body.
47. (Original) The method of replacing an electronic memory device in a container for a consumable substance of Claim 44, wherein the electronic memory device further comprises radio frequency communication circuitry.